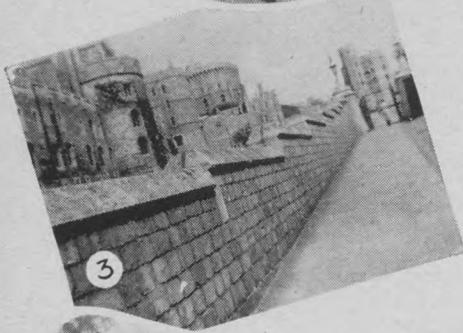


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Beauty Spots

In The Old Lands And The New

Last summer Mildred Hamilton of the Display Department, took a trip to England and Europe and brought back seven snapshots of the old lands.

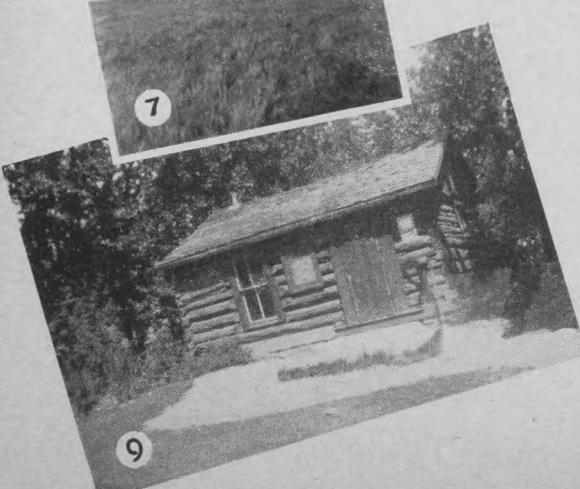
Elizabeth Moyer of the Switchboard went to Alberta for her holidays and brought back snapshots (2, 9 and 10) of that beautiful province.

1. King Victor Emmanuel's monument in Rome.
2. Lake Louise.
3. Windsor Castle, England.
4. Old Roman Wall in Rome, Italy.
5. Thatched roof cottage near Cambridge, England.
6. Botham Bar—old Roman gate and wall at York, England. York Minster in background.
7. Tower of Pisa, Italy.
8. On the Grand Canal, Venice.
9. First house built in Calgary in 1882 by Archibald McVittie.
10. General view of Banff and Cascade Mountain.



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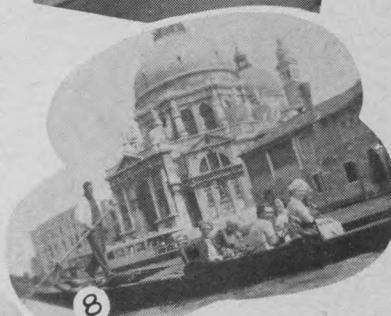
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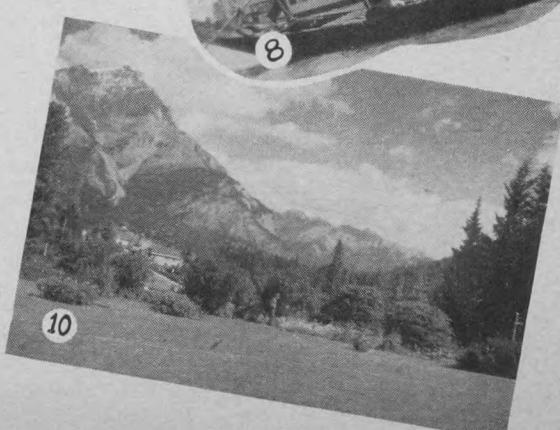
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Nearly Half a Century With Eaton's

Saskatoon Store Manager, Mr. H. Keough, Retires

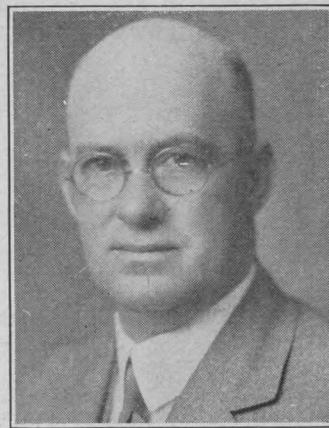
In honour of Mr. Harry Keough, Saskatoon Store manager, a small informal gathering was held at the Bessborough Hotel, Saskatoon, on November 12, to mark Mr. Keough's retirement after over 48 years' service with the Company.

Mr. E. M. Saville, Store manager, presented his former chief with a miniature 1953 model car as a token of the original which is to be delivered to Mr. Keough on his arrival in Vancouver where he and Mrs. Keough plan to make their future home. The car was a gift from associates of the Saskatoon Store and executive associates in Winnipeg and Toronto.

Guests at the gathering to honour Mr. Keough were Mr. Gilbert Eaton, director, Winnipeg; as well as Mr. E. M. Saville, Saskatoon; Mr. J. Blair, Moose Jaw; Mr. R. F. Matthews, Prince Albert; Mr. G. D. Nelson of Port Arthur, all of whom received part of their Store training under Mr. Keough's direction.

Mr. Keough started his long career with Eaton's in Toronto in May, 1904, moving to Winnipeg the following year when the Store opened. After his return from the army where he served with the 4th Canadian Field Ambulance, he was with the Winnipeg Store for eight more years. He was appointed manager of the Saskatoon Store in 1927.

Heartfelt good wishes for a happy retirement go to Mr. and Mrs. Keough from their many friends in the Winnipeg Store.



Mr. C. L. Bryant Honoured at Dinner

To entertain Mr. C. L. Bryant, supervisor, European Buying Offices, a dinner was held at the Fort Garry Hotel the evening of October 23. Guests at the dinner included the President, Mr. J. D. Eaton, Store executives and overseas buyers. Mr. Bryant was in Winnipeg only a few days on his trip west to visit the principal Eaton Stores. His travels extended right to Victoria.

Mr. R. S. McCordick, vice-president, welcomed Mr. Bryant and expressed his appreciation of the helpful advice and the kindness and courtesy shown to Eaton representatives on their visits to the British and European offices.

Mr. Bryant, who was accompanied on his Canadian trip by Mrs. Bryant, expressed his delight at having had the opportunity to visit so many of the Western Stores, and also his appreciation of the hospitality shown to Mrs. Bryant and himself on their visit to Western Canada.

RECENT APPOINTMENTS

Winnipeg

Department W1074—Customers' Decorating:
 MR. N. FORBES, supervisor;
 MR. C. S. CARSWELL, group manager;
 MR. J. MORRISON, head of department;
 MR. J. DONAGHY, assistant.
 —Maintenance Painters:
 MR. A. P. BOWMAN, supervisor;
 MR. S. HIVES, assistant.
 —Maintenance Carpenters:
 MR. A. P. BOWMAN, supervisor;
 MR. J. STUART, head of department.
 Department W100C—Construction Office:
 MR. E. L. HANKINSON, assistant.

Medicine Hat

Department MH253 — Hardware, Housewares, Paints, Wallpaper, Pictures, China and Glassware, Toys, Wheel Goods, Sporting Goods, Bicycles, Luggage, Auto Accessories, Tires and Tubes, Farm Implements, Stoves, Plumbing and Heating:
 MR. R. PARKER, assistant.

Ponoka Order Office

MRS. F. D. CAMPBELL, in charge;
 MRS. E. V. CUMMINGS, assistant.

Swan River Order Office

MISS THELMA JOHNSON, in charge (pro tem).



45 Years With Eaton's

JOSEPH WILLIAM GREEN

Montreal born, Joseph Green is another Eatonian to reach the 45-year mark—45 years with Eaton's in Winnipeg and 45 years with the Picture Framing Workroom. In addition, Joe's favourite hobby is woodworking!

Mr. N. Forbes, supervisor, Pictures, was on hand the morning of November 12 to extend a hearty handshake and words of praise to Joe for his outstanding record. He was aided and abetted in this gesture by Mr. A. D. MacDonell, staff superintendent. Joe then received the congratulations of the Workroom staff, and Mr. Forbes presented him with a blue satin upholstered occasional chair so that he would be sure to remember the occasion.

Joe is married and has two sons, Frank, a mechanic with T.C.A., and Joe, Jr., with Floor Coverings.

Fortieth Anniversaries



Mr. Robert Gregg and Mr. Giles



Mr. Hodgson and Mrs. Hodgson

WILLIAM HODGSON

A Queen Anne desk was the gift of the supervisory staff to mark Mr. Hodgson's 40th anniversary with the Company on October 17. Mr. Hodgson's department followed through with a card shuffler and poker chips for their supervisor, and the staff had a department party at which he was presented with a silver cocktail shaker.

Born in Sunnyside, Durham, England, Mr. Hodgson served overseas during the first war with the 61st and 44th Regiments and was wounded at Vimy Ridge. His wife is the former Marion Hall of the Cashiers. There are three sons, Gill, at the Vancouver Store, and Roy and Glen in Winnipeg.

ROBERT GREGG

Fishing and motoring are the favourite hobbies of Robert Gregg, doorman, who observed his 40th anniversary on November 11. On November 10, Mr. T. Giles, head of department, presented the custodian of the M.O. door with a china dinner set as an anniversary gift from the Caretaking staff, and thanked him for his long and faithful service.

Bob is married to the former Isabelle Blair of the Cash Office. He spent two years during the first war with the 18th Reserve.

Thirty-Fifth Anniversaries

MYRTLE LYDIA BOVEY

"Have enjoyed working with the Company, and would like to take this opportunity to thank the Company and all friends for making my anniversary enjoyable," says Myrtle Bovey, of the Mailing List, who observed her 35th anniversary on October 24.

Myrtle was born in Winnipeg and is fond of reading.



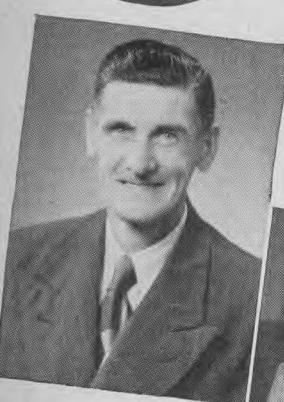
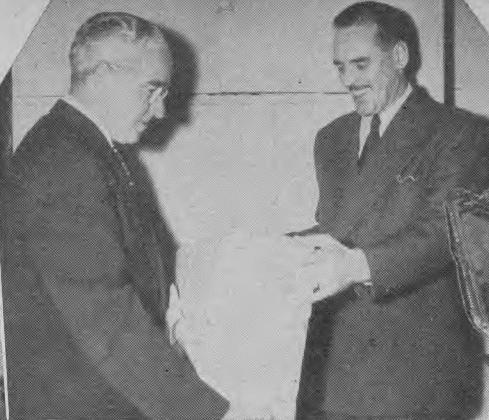
JOSEPH ELMER SMALL

From Arthur, Ontario, comes Elmer Small, who is lock-up man in the composing room at the Printing Plant. He observed 35 years with the Company and the plant on November 13. Elmer is fond of shooting. He has six children and eight grandchildren.

Many happy returns of your 35th, Elmer!

Congratulations on Your Thirty Years With Eaton's

EVA SCOTT (Mail Order Assembly)	September 4
HERBERT PILLING (Drapery)	September 5
MRS. FRANCES H. CHRISPIN (Furniture)	September 8
ERNEST G. SMITH (Opticals)	September 12
MATTHEW MORROW (Meats)	October 3
DORA MARSHALL (M.O. Copying)	October 9
JOHN McNIVEN (M.O. Sporting Goods)	October 11
SYD R. GERRARD (Postal Investigation)	October 12
ANN GUINAN (Postal Investigation)	October 16
RUSSELL CHATFIELD (M.O. Lingerie)	October 19
LESLIE A. CROFT (Sales Audit)	October 19
DORA DUBREUIL (General Audit)	October 21
GEORGE A. JACQUES (Picture Workroom)	October 23
MABEL HERGET (M.O. Salesroom)	October 23
BETTY MORRIS (M.O. Correspondence)	October 24
BJORG PETURSON (Patterns)	November 7
KATHLEEN J. PRYNN (M.O. Exchanges)	November 7
MRS. WINNIFRED WALKER (Women's Garment Alterations)	November 9
MARGARET MATTHEWS (Gloves and Hosiery)	November 10
ALEXANDER HERRIOT (Printing Plant)	November 10
MARGARET FALCONER (Foodateria)	November 13
CLARENCE SAUNDERS (M.O. Shipping)	November 17
PERCY STEWART (Candy Factory)	November 18
RUDOLPH BIEBER (Jewellery Repairs)	November 25
STANLEY W. NORTON (Printing Plant)	November 30
EDWARD ROBERTS (Furniture Delivery)	December 1
JESSIE DEVINE (Women's Economy Dresses)	December 8
EMILY SCHULTZ (Drugs)	December 8



Welcome to the EATON Quarter-Century Club

ARTHUR FRANKLIN CANN

An anniversary of 25 years with Eaton's and 25 years with the Seed Department was observed by Arthur Cann on November 8. Acting on behalf of the M.O. and Store Seed Departments as well as M.O. Copying, Packing, and the Grocery Department, Mr. P. Ross, supervisor, Seeds, presented his assistant with a two-suiter travelling case, and he also received a brief case at a surprise party at his home.

Arthur comes from Birtle, Manitoba. He is married and enjoys hunting and fishing.

WILLIAM SYME CAMPBELL PATTERSON

One can almost hear the skirl of the bagpipes behind the name of the head of department of the Carpets. However, he is Winnipeg born, although golf and curling are listed as his sports! Mr. Patterson joined the Quarter-Century Club on November 9 but the celebration was held November 8 when Mr. H. G. Jephson, supervisor, presented him with a gladstone bag.

Twenty-five red roses were sent to Mrs. Patterson, the former Ann Crook of the Parcellers. They have two small sons. Mr. Patterson served overseas for three and a half years with the 15th Field Regiment, R.C.A.

CECIL SINCLAIR

"A lovely present for my wife," said Cecil Sinclair gratefully, as Mr. T. Burns, supervisor, presented his assistant in the linens with a gracefully etched Sheffield silver tray. This was a gift from the staff of the Linens where Cece has been for nearly all his 25 years in the Store.

He was with Eaton's in Montreal for a year before coming west and was with the M.O. Linens for a short time. His anniversary occurred on November 14.

Two sons, 17 and 15, are no doubt helping Cecil to build his summer camp at Clearwater Bay. He enjoys hunting and fishing.

WINNIFRED MARY ALCOTT

A beautiful sterling silver dresser set was the much appreciated staff gift to Winnifred Alcott. The occasion was her quarter-century anniversary which she celebrated on November 12.

Mr. J. W. Aker, head of department, did the honours for the M.O. Notions where Winnipeg-born Winnifred has been for 25 years. Other gifts included lingerie, cologne, gloves and a purse. She was guest of honour at a luncheon in the Grill Room held by the girls on the staff.

DESCRIPTION OF PICTURES ON FACING PAGE

(Left to Right)

Top Row—Arthur Cann, Mr. Jephson and William Patterson, Cecil Sinclair.

Second Row—Winnifred Alcott, Mr. Travers and Harold Bemister, Charles Flynn.

Third Row—James Black, Danny Tomes and Mr. Frogley, Cliff Lyons.

Fourth Row—John Ridgedale, William Cox, Ernest Millar.

Fifth Row—Millicent Snell, Hazel Bailey, Sophie Wilson.

HAROLD B. BEMISTER

"Truly a western product," says Harold Bemister, Men's Shoes, who entered the Eaton Quarter-Century Club November 4. He was born in Portage la Prairie, has lived in the west all his life, and plans to spend his quarter-century holiday in California.

Harold's wife was the former Helen Einarson of the M.O. Exchange, and there are four children; one of them, Warren, is with the M.O. Hosiery.

Harold has bowled with the Men's Boot and Shoe League for 20 years and is now president of the organization. A member of the City Senior Bowling League, he also enjoys fishing and gardening. Presentation of a clock radio as an anniversary gift was made to Mr. Bemister by Mr. R. G. Travers, group manager, and daughter Betty received a corsage at a staff party held in No. 1 Legion Hall, November 3.

CHARLES FLYNN

Along with Sophie Wilson, the Hardware Department helped Charles Flynn of Perth, Scotland, observe his quarter-century which occurred November 10. He was guest of honour at a party held at the home of Mr. R. S. Hale and was presented with numerous gifts from the department by Mr. K. M. Chalmers, head of department.

Charles used to play cricket for Eaton's for many years.

JAMES WILKIE BLACK

Another member of the M.O. Dresses, James Black, joined the Quarter-Century Club on November 15. He was also a guest of honour at the staff party held on November 13 at the Hy-way-man.

The presentation to Scottish-born Jim Black was a plate glass mirror. Mr. C. R. Hind, head of department, did the honours for the staff.

DANIEL JOHN TOMES

A quarter-century celebration was held by the Western Buying Office in honour of Danny Tomes whose anniversary occurred November 11. They held a party for him at the St. Charles Hotel where Mr. F. W. Frogley, supervisor, presented him with a pen and pencil set from the staff. A corsage was presented to Mrs. Tomes.

The anniversary was observed on the 10th when Mr. Frogley did the honours by presenting a two-suiter from the department. Besides being a well-known curler and a member of the Thistle and Eaton Men's Curling Clubs, Danny golfs with the Eaton Men's Golf Club and umpires baseball during the summer months.

Toronto-born Danny served in the second great war for four and a half years with the 11th Heavy Anti-Aircraft Battery and the C.M.S.C. He is married and has one daughter and two sons.

CLIFFORD LEROY LYONS

Bartlett, New Hampshire, U.S.A., is the birthplace of Clifford Lyons who has been a compositor with the Printing Plant for 25 years. His anniversary occurred on November 8 when he was presented with a mantel clock.

Cliff served with the Royal Navy Canadian Volunteer Reserve in the first world war and was overseas for three and a half years. He is interested in Canadian Legion activities and in lawn bowling and curling.

(Continued on Page Eight)

Eaton Curling Club News

By Bill Hall

1952-53 McGee Cup Playdowns

All rinks participating, strictly knockout. To be played on Saturday evenings as soon as ice is available.

Three draws each night.

Bonspiel rules in effect.

Remember, play or default. *No games postponed.*

* * *

We are pleased to see that necessary repairs to the rink building are under way and are hopeful that a

coat of paint will also be applied (weather permitting). * * *

Our members enjoyed one of the finest get-togethers the curling club has ever put on, October 29. Entertainment and refreshments were par excellence, and we vote the entertainment committee a round of applause for their efforts.

Guests and members were welcomed by President Jack Newton who introduced our new ice maker, Ross Johnson, and then called on Mr. Gordon Muirhead, assistant Store superintendent, who said, among other things, that: "The Eaton Curling Club was well thought of by the Company."

We feel quite proud of our curling club!

Welcome to the EATON Quarter-Century Club

(Continued from Page Seven)

JOHN EDWARD RIDGEDALE

A second member of the M.O. Shipping, John Ridgedale, held his 25th anniversary on November 9. He was a guest at the party held at his own home for Mr. Millar.

John's gift from the department was an electric fireplace and grate and, at the party, Mr. Rogers presented him with a fishing reel.

The former Sally Maitland of M.O. Copying is John's wife, and they have two sons, Barry and Gordon. John is a past president of the Glenwood Community Club, St. Vital.

WILLIAM THOMAS COX

The boys of 151, 157, 171 and 181 welcomed Bill Cox to the Eaton Quarter-Century Club on the morning of November 15 when Mr. A. Arnason, supervisor, presented Bill with a 4-inch plane on their behalf.

Bill's 25 years have been spent with the Delivery Department, except for four and a half years when he was with the 20th Field Company, R.C.E., during the second world war.

Like many of his countrymen, Bill started out in Canada as a farmer. He enjoys woodworking as a hobby. He is married and has a son and a daughter.

Mr. Arnason, in making the presentation, said Bill was still young and they all hoped he would stay with them for a long time yet!

DAVID ERNEST MILLAR

From Clifden, Ireland, is David Millar, M.O. Shipping, whose quarter-century anniversary occurred November 8. To mark the occasion, an end table and a lamp table were the gifts from the department.

At a party held at Mr. Ridgedale's home, November 10, Mr. E. G. Rogers, supervisor, presented Mr. Millar with photo equipment.

David was with the R.C.A.F. for four and a half years. He is married and has a son, Bobby. He is a member of the Irish Protestant League and the Charleswood Branch of the Canadian Legion.

MILICENT ENA SNELL

Monmouthshire, England, is the birthplace of Ena who entered the Quarter-Century Club on November 4. Ena started in Eaton's with the M.O. Packing, spent 14½ years with the M.O. Women's Dresses, and has been with the M.O. Furs for the last eight and a half years.

A twin set of luggage was presented to her by Mr. J. W. MacKenzie, head of department, on behalf of the staff, and the department held a supper at Moore's for her where Mr. G. B. Scrivener, supervisor, presented Ena with a matching train case.

HAZEL IRENE BAILEY

A dinner and dance was held at the Hy-way-man by the staff of the M.O. Women's Dresses in honour of Hazel Bailey's quarter-century anniversary on November 13. Her actual anniversary date was November 14, when Mr. C. R. Hind, head of department, presented her with Samsonite luggage and the good wishes of the staff.

Hazel was born in Winnipeg and has been with the M.O. Dresses for her 25 years.

SOPHIA S. WILSON

Bio-chemistry, antiques and travelling are the diversified interests of Sophie Wilson of the Hardware Department who marked her 25th anniversary with Eaton's on October 31.

Mr. K. M. Chalmers, head of department, presented Sophie with a navy kid handbag as a remembrance from the staff. She also received a nylon blouse, kid gloves and a bone china table ornament at a dinner at the Marlborough Hotel, October 30.

WILLIAM JOSEPH FAULKNER

(No Picture)

On November 8 William Joseph Faulkner of the Despatch, held his quarter-century anniversary and started on his retirement. To mark the occasion, Mr. H. W. Einarson, supervisor, presented him with a wallet.

Mr. Faulkner has moved to the west coast for a time and will possibly move to New Zealand before settling down.



Top Centre—Left to Right: Mr. Morrow, Mr. Hodgson, Mrs. Hodgson and Mrs. Morrow

Meat Departments Meet

In honour of their supervisor, Mr. William Hodgson's 40th anniversary with the Company, a bang-up party was held at the Grain Exchange Curling Rink, October 16. Two hundred staff members from the Meats, Service Meats and Sausage Room were at the party. Also included were two old-timers from the department who had not been well, Mr. S. Down and Mr. Horton.

Presentation of a silver cocktail shaker was made to the guest of honour by Wesley Alexander who was the male employee with the longest service in the department. Mrs. Hodgson received a bouquet of 40 red roses and corsages were presented to all the ladies.

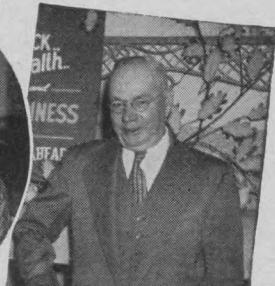
George Thomson was master of ceremonies and kept things hopping. There was a floor show during the evening and 34 door prizes were presented.

According to the guest of honour, it was one of the best parties he ever attended.

So Long, Old-Timers!

The hearts of the entire staff go with these old-timers who are leaving us at this festive season. May they all enjoy fair weather and come back and see us often.

— • —



ANN GUINAN (Postal Investigation) retired October 16 after 30 years with the Company. She was presented with a travelling case from the department and a dinner was held at Llentrad Harbour where she received a chenille bedspread and boudoir lamps.

JOHN ALEXANDER SMITH (Delivery) retired October 25 after nearly 40 years with Eaton's. Mr. W. L. Palk, Store superintendent, acting for the staffs of 151, 157, 171 and 181, made the presentation of an upholstered easy chair and wished him God-speed.

MRS. H. JACKSON (no picture) (Drapery Workroom) was presented with a table lamp by Mr. S. Patterson, head of department, on behalf of the staff. The occasion was her retirement, November 1, after nine and a half years with the Company.

BOOSTER BUILDERS!



Grateful customers are never slow to show their appreciation, as these letters bear witness. In each instance the Eatonian mentioned made that little extra effort which impressed the customer with his or her willingness to be of service.

CAROLYN COPELY of the Jewellery Department, had two bracelets engraved for a customer, and received a note: "Thanks for the excellent service" — all the way from Montreal, for her trouble.

NORMA KIRBY, Electricals, went to a great deal of trouble over a very small purchase for one of our well-known radio announcers. He was so impressed with her courtesy that he phoned the Superintendent's Office and expressed his thanks and appreciation for the service.

SADIE HEISLER and JOHN ELLERBECK, also of the Electricals, are out in front: "Wish to thank you for your kindness and advice. It is so nice to find such consideration," writes a Florida customer.

MARGARET MARSHALL, Children's Shoes, comes in for commendation: "For the last nine years I have taken my children to Mrs. Marshall whenever they have needed new shoes. During that time she has always given me satisfaction in quality and fit. Her pleasant, efficient manner makes it a pleasure to do business in the department. I have never had any cause for any readjustment to be made during that period."

JACK BREMNER of the Delivery, has a fan letter: "I would like to express my appreciation of help given by the regular driver on our route. It was a busy day for him, but he stopped to search for some keys I had mislaid. His courtesy should not go without praise."

BOB LEE, also Delivery, has a grateful customer on his route. She phoned in to say how helpful Bob had been. Her furnace was smoking and Bob went down to the basement and took off the storm window and opened the inside one to let out the smoke and then adjusted the furnace for her.

MAY KENNINGTON of the Hardware, comes in for applause: "I am writing this

letter because I was so impressed with the service given me by Mrs. Kennington. She is an exceptional clerk in that she not only gave service, but showed initiative as well. I ended up by buying more than I intended due to her suggestions, but had no feeling of high pressure. Her salesmanship stemmed from a desire to help which is true salesmanship. It is a pleasure to do business in your store when served by clerks of this caliber."

MILDRED HURLBURT and BOB OLIVER of the Women's Coats and Suits, draw bouquets: "I would like to draw to your attention the kindly co-operation I received recently from two members of your staff. I have a very tall daughter and buying clothes for her is usually a disappointing experience. Recently, however, due to the interest in our problem taken by Mrs. Hurlburt and Mr. Oliver, we were able to obtain a coat made to her measurements, and also one for myself, made a little longer than the ones in stock. I feel that both Mr. Oliver and Mrs. Hurlburt went out of their way to a considerable extent to help us out in this problem, and that this instance of good public relations should be brought to your attention."

MRS. ROONEY CAMPBELL of the Sports-wear, received a card from an Omaha customer: "We appreciate the service of your store, and in particular, Mrs. Rooney Campbell who was so thoughtful and capable in handling tourists. Our thanks to your store and Mrs. Campbell for your courteous service."

MARY EVANS of the Import Room, is commended: "I am writing to mention the good service I received from Mary Evans of the Import Room. On all occasions when it was necessary for me to choose some garment and seek advice, this employee was most courteous and obliging. She knows her work well and bends every effort to satisfy a customer."

Farmers of the Future

Candidates for Eaton Agricultural Scholarship Announced



Left to Right—Robert McDermit, Douglas Stow and Lawrence Wagner

For the second consecutive year the Company has donated a scholarship tenable in any agricultural college chosen by the winner. This scholarship provides all college fees, lodging and board for the duration of the four-year course.

Choice of candidates is made by the Minister of Agriculture of each province. The selection is based on the student's academic standing, activity in agricultural organizations, good citizenship, and qualifications as a potential community leader. Nine candidates representing every province in Canada except Newfoundland compete for this award.

The Manitoba candidate this year is Douglas Stow, Graysville, 21, who worked on his home farm while attending high school and since graduation. He has been a member of Graysville 4-H Beef Calf Club for 12 years, and was high individual winner at the Provincial Beef Elimination Contest in Portage la Prairie for four years; winner of grand aggregate award at Portage 4-H Rally in 1951; a member of the team representing Manitoba 4-H Beef Clubs at the National Club Contest in Toronto, 1951; executive member of Graysville Young People's Union, and a Sunday school teacher at Graysville United Church. Douglas plans to make farming his career.

Lawrence Wagner, Clive, is the candidate from Alberta. He is 22 and was brought up on a small farm in a mixed farming area. After his graduation from the village school, he took the two-in-one course at the Olds' School of Agriculture. He has been employed on his father's farm since leaving school and is very active in junior club activities and community projects.

The Saskatchewan candidate, Robert E. McDermit of Ormiston, is 21. He took his early schooling in Currie, Saskatchewan, and attended Central Collegiate Institute in Moose Jaw where he won second prize in a John Fisher essay contest. He helped on his father's farm growing grain and raising registered Scotch Shorthorns;

attended Moose Jaw Dominion-Provincial Youth Training School (Agricultural) and finished second; joined Terrel Baby Beef Club and, in 1951, won first prize for showmanship, first prize for judging and first prize in questionnaire as grand aggregate winner; secretary of Terrel 4-H Club for 1951-52; member of team representing his region at Saskatoon; also won public speaking contest at that time; second high aggregate winner in provincial 4-H inter-club competition in Saskatoon, October, 1952.

On their arrival in Toronto, November 13, the candidates were guests at a dinner attended by press members and contest judges. The following day each boy was examined and the winner, Rudolph H. Moyer of Kelowna, B.C., presented with his scholarship by Mrs. John David Eaton. The other eight candidates received engraved gold watches.

Our hearty congratulations to these farmers of the future!



Top Row—Left: Mr. MacDonell handing over the gavel to Mr. Muirhead. Right: Mr. Muirhead addressing the audience.



"Teaching Is Not a Bucket, It Is Lighting a Fire"

*Store Sponsors' Annual Briefing Dinner
Held on October 10, 1950*

Several years ago Mr. A. D. MacDonell, president of the store, evolved the idea of using sponsored "sponsoring a job" procedures in each department. This scheme was turned over to the Association of Store Sponsors, who have given it their enthusiastic support.

Annual Briefing Dinner

This year's dinner was held October 10, 1950, at the Hotel Royal York, where 285 persons, assistants and the heads of the various departments, met for their annual briefing. The speakers were Mr. F. G. Muirhead, president of the Association, Mr. A. D. MacDonell, store manager, and Miss Ruth Spurway of the Education Department. Mr. J. Maitland, chairman of the sponsors' committee, presided over the arrangements. Entertainment was provided by the jazz band of Len Andre.

Mr. H. Graham, president of the Association, welcomed the guests and spoke briefly of the work of the Association in helping new employees receiving every bit of information concerning the work of the store. He also spoke of the educational films that were being shown and the revised sponsors' guide which had been prepared. He mentioned the posters prepared by the Association to acquaint the new employees with the names and the work of each sponsor and the name of the person to whom each sponsor could be addressed.



Donell handing out buttons. Centre: Muirhead assisted by Mr. Maitland.

Is Not Filling a Lighting a Lamp"

*Sponsors' Annual Dinner
on October 24*

A. D. MacDonell, staff superintendent, was the guest of honour. He spoke briefly on the necessity for training through sponsors' service. He mentioned the two educational pamphlets being shown to the sponsors, and the button which had been distributed. He also expressed his appreciation of the work of the Assistants' Association who had given their enthusiastic support ever since.

The dinner was held October 24, in the Grill Room of the Hotel. Guests and their guests, the sponsors in the Educational Department, the Assistants' Association, and their wives, were present. Mr. Muirhead, assistant Store superintendent, and Mr. Paul Maitland, chairman of the sponsors' committee, was in charge of the arrangements. Entertainment was provided by impersonators.

Mr. MacDonell, president of the Assistants' Association, spoke briefly on the necessity for training through sponsors' service. He mentioned the two educational pamphlets being shown to the sponsors, and the button which had been distributed. He also expressed his appreciation of the work of the Assistants' Association who had given their enthusiastic support ever since.

(Continued on Page Fourteen)

Thirteen



"Teaching Is Not Filling a Bucket, It Is Lighting a Lamp"

(Continued from Page Thirteen)

"Treat Others As You Would Like To Be Treated"

Mr. MacDonell briefly reviewed the employment situation and asked for the sponsors' co-operation in treating new employees as they themselves would like to be treated. He stressed the need for not only *telling* the new employee to do things, but for *showing* him how, then *checking up* afterwards. Teaching is a bit of a gift, went on Mr. MacDonell, requiring patience and friendliness. You, the sponsors, have been chosen because someone thinks you have these qualifications.

Enthusiasm Very Necessary

Miss Ruth Spurway of the Educational Office, gave pointers on training. She thought that besides being patient, wise and clever, the sponsors needed to be enthusiastic. This enthusiasm was then passed along to the new employees who in turn passed it along to the customer, thus making something of the Christmas season.

There are several types of new employees at Christmas time; people who have never worked before; people who have never worked for Eaton's before; and people who have been here for odd days during the year. All of them require different treatment. Miss Spurway mentioned the difficulty of finding time to train the new people when the departments were busy and suggested that the sponsors should snatch each spare minute as it came along to use for this purpose.

Mr. Graham thanked Miss Spurway and stated that the efficiency of the Store depends on each employee doing his work thoroughly. He then introduced Mr. Muirhead whose daily concern, he said, was service.

Sponsor System Three-Way Benefit Deal

Mr. Muirhead convulsed the audience by reading rules obtaining in a department store of the 1880's and said we had come a long way since then. He went on to say that he liked to think of the sponsor system as a three-way benefit deal—the new employee, the sponsor and the Store all had something to gain from it.

It helps the new employee by giving him a new job, new experience, and a chance to decide if he wants to make retail business his life work.

The Store gains as it is impossible to absorb this large staff with minimum instruction without capable on-the-job instruction, and it finds good material for steady work. Every new employee is a potential customer, and we can convert employees in the short time we have them into good-will ambassadors.

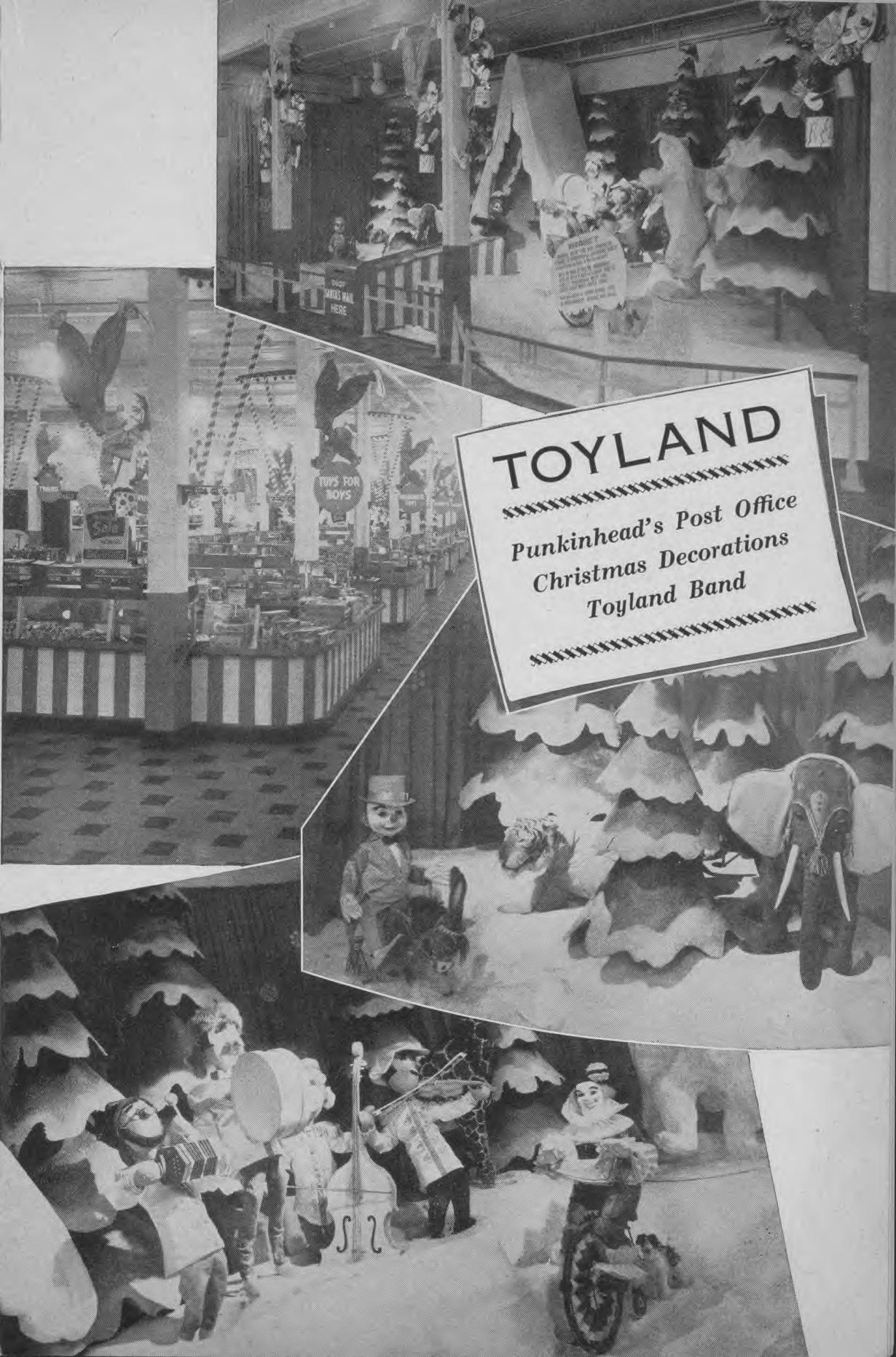
Besides gaining in ability and experience, well-trained personnel have an opportunity to put that ability to work. The experience gained from teaching is very valuable. Also, when it is necessary to take a person from a department for a new job, it is essential that a well-trained person be there to take over. You never need to worry about your own job if you have the ability to train and build up those under you.

Direct contact with the public makes the employee an ambassador of good-will. It is necessary to make the customer's problem your problem. The customer never has any hesitation in expressing enthusiasm for service received. Employees must realize that the housewife with children at home is the busiest person in the city and still has to do most of the shopping. She uses the telephone service, reads and shops from the fliers. If she is treated as a guest whether buying, exchanging or just enquiring, she will go away and touch off a chain of good reactions that we can't buy. Courteous service will make sponsor service a success.

Mr. Graham thanked the speaker and remarked that the Assistants' Association was very enthusiastic about sponsor training. If there were any suggestions to be made, please get in touch with any member of the Assistants' Association or sponsors' committee. They will be glad to hear them.

Following the speakers, Mr. Muirhead and Mr. MacDonell, assisted by Mr. Maitland, handed out the sponsors' buttons to department representatives.





TOYLAND

Punkinhead's Post Office
Christmas Decorations
Toyland Band



Eaton's Mixed Five-Pin Bowling League

PIN-BOY CHATTER

By Ewan McFadyen

Now that the turkeys have been won and the teams chosen for the various city competitions, it looks as if our bowlers are resting on their laurels and resting up for Christmas. Although 12 sweeps were registered, the last night out (Nomads, Sparklers, Strollers, Wiggetts, Fixers, Seven-Ups, Monarchs, Tegos, Majors, B-Bees, Telacos and Whispers) only one bowler topped the 800 mark, Tom Ings, who rolled 807. Only four rolled over 700: Tom Scott, 758; Frank Swonnell, 718; Miss E. Prokaska, 738, and Miss G. Lyons, 701.

Division One—Eric Guile's Nomads lead the parade here with only one loss. On their heels are Bill Adams' Sparklers, George Bennett's Strollers and Art Wright's Millwrights, who have lost only two games each. Jean Roscoe led the girls here with 661. Mary Mathews rolled 659; Helen Andrews, 646 (284); Ann Anderson, 620; Ruth Baldwin, 613; and Adeline Thompson, 600.

Jack Merrett had a nice 677; Eric Guile, 672; Jack Collett, 668; George Firth, 653, and Bill Adams, 652.

Division Two—Bill Robertson's Merrimacs share the top spot here with Steve Monchak's Wiggetts. Jack Stancove of the Drivers, was the star of the evening when he had a 333 single. Jumbo Westman knocked more down than the rest of them, ending up with a trio of 678. Grace Landry of the Skippers, wasn't missing many when she scored 679. Dot Chisnell of the Drivers, was really driving the pins when she racked up 290.

Division Three—A tie here for No. 1 position between Jack Course's Seven-Ups and Frank Swonnell's Monarchs. (The Seven-Ups beat the Selects three games which should prove something or other.) Miss E. Prokaska took the high single and high three when she rolled a 350 single and an 843 threesome. Miss G. Lyons had 701; L. Robertson, 661; Bette Stevenson, 634. Tommy Scott led the men with 758; Frank Swonnell had 718 and Walter Wiggins a 640.

Division Four—George Niven's Majors are away to a fine start here, 6 wins, no losses, and Forbes Grassick's Tegos are right behind with only one loss. Bob McQuarrie led the parade here with 655. Doug Claque had 650; Ed Olien, 621; Bud Insch, 620; Lenore Henry, 616; Ann McCaffrey, 616; Jim Hobday, 606, and Vera Balicky, 601.

Division Five—No report.

Division Six—The Money Bags (Ken Aikman) and the B-Bees (Sam Bailie) are tied for first place. Tom Ings was in fine form, rolling 311, 248 and 248. Ted Black had 668; George Huntington, 644; Sam Bailie, 639, and Ken Aikman, 621; Chris Mickoski's single of 226 topped the gals. Others over 200 were Fran Thorkelson, 225; Mary Burtnick, 220; Irene Powell, 220, and Doreen Jones, 215.

Division Seven—Barry McVeigh's King Pins are fighting it out with Norm McKeen's Blowouts. Johnny Bydak's Playrites and Al Watson's Peppy Pals are pressing them hard. Harold Brown of the Dandies, set a new record, rolling 323. Sam Emerson averaged over 200 when he shot 616. Daisy Stoney topped the gals with 575 and Edna Tompkin had a nice 554.

Division Eight—John Bruhart's Rulers rule the roost here, being one up on Leo Laroque's Walk Rites, Ed McCroary's Flying Imps and Hector McDiarmid's Whispers. Elaine Tessier shot 225 and Ione Rybka, 212; Johnny Bruhart helped his team when he shot 247. Other fine games were played by Cece Kirton, 221; Ed McCroary, 206, and Jack Fisher, 202.

Records as at the End of the First Series

	Team Three	Team Single	Girls' Three	Girls' Single	Men's Three	Men's Single
Division One	Strollers 3321	Millwrights 1225	Betty Greenwood 878	Ruth Baldwin 351	Bill Adams 927	Walter Mills 403
Division Two	Outlaws 3176	Drivers 1265		← NO	REPORT ➔	
Division Three	Selects 3238	Twenty-Niners 1173	S. Armitage 825	S. Armitage 338	Gordon Quinn 862	Ewan McFadyen 335
Division Four	Meteors 3135	Tryhards 1118	Zella Stevens 846	J. Robinson 335	A. Thauberger 833	Wm. Melnyk 362
Division Five	Majors 2801	Maybees 1101	Elsie Craig 795	Elsie Craig 359	Bob McQuarrie 910	Bob McQuarrie 362
Division Six	Telacos 3003	Budgeteers 1104	Evelyn Johnson 860	Fran Conacher 380	Tom Ings 846	Tom Grant 317
Division Seven	Blowouts 3003	Playrites 1081	Pearl Harper 700	Pearl Harper 350	Norm McKeen 812	Gordon Graham 320
Division Eight	Whispers 2782	Rockets 1026	Emma Schultz 643	Emma Schultz 265	Ken Konuret 677	Ken Booth 313

BOOK OF DREAMS

By Jack Scott

Couple of years ago we went to a tutor to repair our French. We'd purchased a couple of orthodox texts, but our instructor suggested we might learn something more practical if we'd get a copy of Eaton's Catalogue in the French version.

Through a friend, I was able to get one. It was entitled: "Eaton du Canada, Automne-Hiver, 1948-49." If we'd gone to France as we planned, we'd have had no trouble ordering almost anything from long underwear ("combinations chaudes ou sous-vetements deux pieces") to a handsome furnace ("fournaises de fonte, a ou sans tuyaux").

As it turned out, we couldn't make the trip, so we stopped the agony of trying to mend our broken French and put the Eaton Catalogue in a bookcase.

My mother was at our place one day, and after dinner she started going through the bookcases. Suddenly she gave a little cry of delight, the sort of sound you might expect if someone had just found a small bag of uncut diamonds.

I perceived that she was dragging forth the catalogue and that it was obviously a discovery that pleased her deeply. I explained why the volume happened to be in French and my mother managed to lug it to one of the chesterfield chairs where she sat with it on her lap and made small sounds of pleasure.

I made some offhand remark about not understanding the attraction of the mail order tome.

"Well, being a city boy, you wouldn't," my mother said. "But if you'd ever lived on a Manitoba farm this book would bring back some wonderful memories."

"Most of the farmhouse libraries I remember consisted of a Bible, a Farmer's Almanac, occasionally some mildewed editions of the old classics—and always 'Eaton's,'" my mother recalled. "When the catalogue came once a year, believe me, it was a big event. The winter was a long, long time, but with the Bible, the Almanac and Eaton's catalogue, it never seemed quite so endless."

"Your grandmother," she said, "would spend a whole evening tsk-tsk-ing over the ladies' hats and girdles and what not. Your grandfather would sit and dream over the inside porcelain plumbing and vow that some day we wouldn't have to trot outside through the blizzards to get to our powder room."

"Of course," she went on, "I suppose it was something of a demoralizing factor for us kids. All those wonderful clothes and toys—we all thought these things were owned by every city boy and girl. I often wonder how much Eaton's catalogue had to do with the dreams we had of leaving the farm for the city."

"We would look and dream of the straw hats with daisies on them and the shining bicycles. But when it came to actually sending in our order it was something in denim or a new axe, or, as it says here, 'combinations chaudes.'"



I knew that my grandfather had been a prolific reader. I asked my mother if she hadn't read the books in his library.

"Oh, yes, all of them. Still Eaton's catalogue was my favourite fiction."

"Fiction?"

"If you had any imagination, yes. And when you lived on a farm you had to have an imagination. You see, they were all such nice people in Eaton's. Fact is, they aren't much different in here,"—she tapped the new catalogue—"than they were in my farm days. Everyone was smiling, neat, healthy, and doing something."

I had noticed that most of the models were grouped in tableaux—the girls rehearsing a play, the men in crisp new work clothes stopping for lunch. I mentioned this.

"Yes," my mother said. "I suppose the effect was something the same as it is with moving pictures. Sitting there with the gas lamp sputtering and the wind howling across the prairie, I could just project myself into these pleasant scenes. And, of course, it wasn't all dreaming, because you were always reminded that it might someday come true."

"How do you mean?" I asked, "how were you reminded?"

"Because," my mother said, "everything had its price tag."

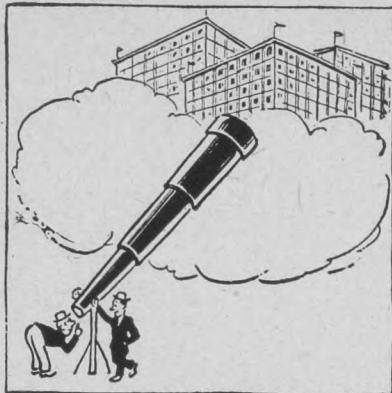
—Vancouver Sun

EMPLOYEES' SPORTS ACTIVITIES

The following Recreational Advisory Board has been approved for Winnipeg:

MR. A. D. MACDONELL, Chairman
 MR. F. G. MUIRHEAD
 MR. H. W. EINARSON
 MR. A. ARNASON
 MR. E. G. ROGERS
 MR. R. B. McIRVINE
 MR. J. PATERSON
 MR. R. HUTTON
 MR. T. M. MILLER, Secretary

WHAT'S GOING ON?



AROUND HERE?

BASEMENT STORE

Piece Goods—By Jessie McIntosh

Congratulations to Mr. Ross on the arrival of his grandson, David Stewart Ross.

Men's and Boys' Clothing

Sorry to report that Bert Lund of our Receiving Room, is away ill.

5c to \$3.00—By Peggy McCance

Best wishes to Lillian Wiebe who received a diamond, October 28, from Virgil Roush.

When Lorraine Dancer left us she was given flatware as a gift from the department and the girls took her to dinner at Llentrad Harbour where she received an overnight case. Best of luck, Lorraine, we are going to miss you.

We extend our deepest sympathy to Helen Baillie on the loss of her father.

Foodateria—By Ruth Morris

Our best wishes to Frances Gunnar and Frank McEachern who were married, October 25, at Holy Trinity Church. Mr. A. Carr, head of department, presented Frances with Revereware on behalf of the staff. Frances was also guest of honour at a bedroom shower held at the home of Irene Dufault earlier in the month.

Sorry to say good-bye to Irene Dufault who left us to take up her housekeeping duties in Dartmouth.

We hope Helen Black is feeling better after her recent operation.

Bob Dickson has left us for a new job. Best of luck, Bob.

* * *

MAIN FLOOR

Drugs—By C. O'Kelley

Congratulations to Dick Murray (Camera Counter) and his wife on the arrival of a daughter, Katherine Robin.

We wish Anne Bolingbroke all the happiness in the world. She recently became engaged.

Elsie Touring (nee McNab) visited us recently. Elsie was married while on her vacation. We were delighted to see her and wish her and her husband much happiness.

Men's Shoes

Lightning struck twice in our department. Not only did Anne Fysch win the house, but Dunc Sproat won an all-expense-paid trip for two to the Grey Cup game.

Books and Stationery—By M. Lawton

Our good wishes to Dorothy Sheppard who was married in November to John Chamberlain. Mr. S. C. Florence, head of department, made the presentation of a mirror on behalf of the staff.

When Margaret Shiels left to make her home in Ireland she received a handbag from the girls in the Novelties and Magazine Sections.

Notions—By V. Gillespie

The department held a Hallowe'en Party at Sturgeon Creek Legion Hall, November 1, where Mr. Shaw and Mrs. McDiarmid won a prize for dancing.

Congratulations to our bowling team, the "Whispers," who won the first round, and also to Elaine Tessier who won a turkey for her efforts.

Glad to hear that Jean Orsted is recovering from an appendectomy.

Our warm sympathy to Mrs. Jessie Bateman on the loss of her father.

Gloves and Hosiery—By Norma Patterson

Mary Sedgewick was married October 25 at St. Mary's Cathedral to Wilfred Clavet. Her wedding gift from the department was a pair of woollen blankets. Best wishes to you both.

Ethel Jefferies was married quietly October 4 to Len Kavanagh. They spent a month's honeymoon motoring to Minneapolis, Chicago, New York and through the New England states. Our good wishes to this happy couple, also.

Marge Mathews of the Glove Counter, celebrated her 30 years with the Store on November 10. The girls in the counter gave her a pair of nylon pyjamas and nylon hose. Mr. C. A. Campbell, supervisor, presented her with the departmental gift of a corde handbag and Ronson lighter.

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SECOND FLOOR

Piece Goods and Patterns

Our very best wishes to Bjorg Peterson of the Patterns, who observed her 30th anniversary on November 7. She was presented with a gold watch by Mr. P. E. Odell, head of department, on behalf of the staff.

We are looking forward to the return of Merle Aubert, Stockroom, who has been away ill for some time. Hope to see you soon, Merle.

Fancy Goods—By M. Deacon

Best wishes to Tony Krutiak who was married to Steve Wachnian at St. Mary Protectress Cathedral, on October 18.

Welfare Office

The staff held a very nice buffet supper at the home of Mr. and Mrs. A. D. MacDonell, October 30, in honour of Mary Wright of the Educational Office, who left the staff. Mr. MacDonell presented Mary with a gold satin-covered comforter and good wishes for her future. Our thanks to Mr. and Mrs. MacDonell and the hard-working committee, Connie Hancox, Carlie Carruthers and Ruth Spurway, for a very pleasant evening.

Caretaking

The girls are all weeping because our nice blond doorman, Charles Buchanan, has gone the way of all good bachelors and taken himself a wife. The bride, as blonde as himself, is the former Kristjana Gudmundson, Photo Workroom. They were married in the Lutheran Church at Arborg.

Congratulations to Mr. T. Giles, head of department, on the birth of a grandson, Giles Thomas. Mother is the former Isla Giles of the Stock Audit.

* * *

THIRD FLOOR

Stoves and Plumbing

We welcome Dolores Klokn and Dorothy Coe to our staff.

Meats—By Hilda Mensforth

Our deepest sympathy goes to Mr. Frank Patry on the loss of his father, October 28.

Our sympathy also to the family of Mr. O. C. Turnbull. Mr. Turnbull had come back to help us over the Christmas rush and passed away suddenly. One cannot put into words how much he will be missed in the department.

We are happy to welcome Bob Cowan, Lloyd Wale and Leo Pellissier to our staff.

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FOURTH FLOOR

Beauty Shops

Best of luck to Grace Ahearn who married Fred Senchuk at St. Vladimir and Olga Cathedral, November 1. She was presented with a torchere from the department and a miscellaneous shower was held at the home of Judy Dewar by the girls.

Lingerie

Sorry to have Mr. J. Friskin away ill following an operation.

* * *

FIFTH FLOOR

Girls' Wear—By Gwen Clarke

Doris Luy married Joey Patluck, November 8, at St. Matthew's Church. The department presented her with a coffee table and the girls held a linen shower for the bride at the Homestead. Our good wishes to you both.

Executive Offices

Best wishes to Claire Warren who received a beautiful solitaire diamond on November 17.

* * *

SIXTH FLOOR

General Office—By L. Brown

Sheila Brondson, Correspondence, left to marry Roy Buchanan, October 23, at the Lutheran Church in Lundar, Manitoba. Mr. G. Bell, head of department, presented Sheila with bedding and a combination waffle iron and sandwich toaster, along with good wishes from the staff.

Sorry to say good-bye to Shirley Lundy and Bernice Davidson, both of whom received gifts from the department.

Congratulations are extended to Mrs. Lorna Henderson (nee Henderson) on the birth of a son, and to Mrs. Barbara Robson (nee Duncan) on the birth of a daughter.

At least three members of the staff are certain to have turkey for Christmas. Joan Robinson, Elsie Craig and Forbes Grassick won them at the Bowling League's annual turkey shoot. Good work!



It's a Daisy!—A.D. 1900

Over half a century ago these glamorous hats which were all the rage, caught the eye of someone reading the Eaton Catalogue (Toronto, Spring, 1900), and the family sent away for them.

Imagine the "ohs" and "ahs" and squeals of delight as these "creations" were lifted from their packing.

This year a member of the family wrote the Photo Workroom asking if the old picture showing three members of the group wearing the hats, could be enlarged. Scouting a story, Brian Hill of the Workroom, wrote and asked for permission to use the picture. This permission was kindly given by the customer. Our thanks, therefore, to the customer, Mrs. Charles Pilblad, Venn, Saskatchewan, and to Mr. Hill for this delightful photograph.

We are glad to see Norm Hawkshead back following a long illness.

We were also glad to see Noreen McInnes here on a visit from Los Angeles.

We extend our sincere sympathy to Fred Brown on the loss of his mother.

Paints—By Daisy Ross

We are glad that Fred Topping has recovered from his accident and is rid of his crutches. Hope it won't be too long before we see him back with us. We are also glad to hear that Mildred is out of the hospital and up and around again.

Carpets Calling—By G. McLean

Congratulations to the Steve Medwicks on the birth of their son, Steven Kirby.

Also to Mrs. Bedwell who became a grandmother to Kelly.

A shower was held at the home of Mrs. Purse by the girls of the department for Mrs. V. Beattie of the Mat Section, who became Mrs. Love, November 29. We all wish her many years of happiness.

CONTACTS

SEVENTH FLOOR

Radios

We are glad to have Florence McDowell back after her illness and hope that Ruth Inkster will be back soon.

Electricals

Best of luck to Joan Irwin who married Vern Knowles, November 1, at St. Martin's-in-the-Field. She was presented with a table lamp from the department and was guest at a miscellaneous shower held by the girls.

We welcome two new members to our staff, Rosemary Fialk and Eleanor Keller.

Best wishes to Betty Leeson who received a diamond recently from Bill Boychuk.

Furniture

Congratulations to William (Bud) Davidson and the former Blanche Benson of the Wages Office, on the birth of a son, Robert James, weighing 7 lbs. 5 1/2 oz.

* * *

EIGHTH FLOOR

Sales Audit and C.O.D. Office—By Joyce Baldwin

Our best wishes are extended to Fern Brooks who was married October 18, to Raymond Horrill at Calvary Temple. Fern was presented with a pressure cooker from the department and a miscellaneous shower was held in her honour at the home of Darlene Henshell.

Glad to see Gladys Dopson herself again following an operation. We all hope that Irene Granger will soon recover from jaundice and that Trudy deWitt is well on the road to recovery following a tonsillectomy.

We extend our deepest sympathy to Mae Wallace on the loss of her brother.

With two new sparkling diamonds in the office, we extend our best wishes to the lucky couples. Pat Thom received her ring from Chuck England and Larry Ross put the sparkle in the eyes as well as on the finger of Terry Farmer.

City Advertising

Congratulations to Paul Herriot who coached the Champlain juvenile football team to the Manitoba championship for the second year in a row. Paul was also selected as coach for the all-star juvenile team.

Our deepest sympathy goes out to Gordon McCrorie in the loss of his brother.

Telephones

A delayed report on our farewell to Ruth Wright who became the bride of Ed Maddock in September. She was honoured with a miscellaneous shower at the Homestead. The department gift was a lamp presented by Mr. H. McIntyre. The Maddocks are living in Morden which isn't too far away to prevent an occasional visit.

Florence Ross, assistant to the chief operator, is away for a few weeks undergoing an operation. Hope to have her back soon.

Helen Studham's cold seems a tough one to shake. Hope she's back with us before this issue is in your hands.

Shirley Giles of the Drug Board, also came a cropper. She is out for a while with virus pneumonia. It's a tough life!



BRANDON NEWS

Some big ones can be caught around Brandon, too. The picture is of Mr. and Mrs. Herb Brown. Mr. Brown is an employee of the Brandon Foodateria. Weighing out figure for the fish held by Mr. Brown is 16 1/2 lbs., by Mrs. Brown, 12 1/2 lbs.



Women's Garment Alterations

By Helen Ledochowski

Winnie Walker celebrated her 30th anniversary with the Company, November 7. She was presented with a lovely plate glass mirror by Mr. N. R. Batting, on behalf of the staff. She also received several pairs of nylons, a planter and matching vases, a scarf, ear-rings and cologne from her friends. Best of luck, Winnie, and many more years with the department.

Glad to see Mabel McBeth back following her recent operation.

We are sorry to say good-bye to Agnes Timmins who left to live in Mississippi.

Sorry also to hear that Kay Stecher is home ill. Hurry and get well, Kay.

* * *

ELEVATOR UPS AND DOWNS

By Agnes Reese

The sympathy of the staff is extended to the Robert Morrow family on their recent bereavement.

Congratulations! First, to Mr. and Mrs. John Bryant on the birth of their second son, Geoffrey Allan, October 4, and to Mr. and Mrs. F. Bergman on the birth of a daughter, Patricia Lynn, October 27.

Welcome to newcomers Helga Austman, Anita (nee Borger) Smith, and Arthur Bratten.

Two girls have left recently. Irene Burnett's parting gift was a coffee table. Hope you are feeling better, Doreen Naswell. Good luck, girls.

Dorothy Budzinsky recently underwent a tonsillectomy. Speedy recovery, Dorothy.

Our best wishes to Margaret Hay who is now wearing a ring on that all-important finger.

Robert Slaughter has left us to take up a new position. We all wish you the best of luck.

Sam Taggart (retired) is at home again after his stay in Deer Lodge. His many friends will be glad to hear that he has much improved.

Congratulations to Mr. W. Kindreton. His suggestion entered in a Toronto competition won him \$3.00.

In The Mail Bag

THIRD FLOOR

Drug Factory—By Alma Bulman

When Lenore Gaudry left to marry Emil Raymond at St. Eugene Church, October 25, she received a gift of silverware from the department. Dorothy Ross and Joan Bryant were joint hostesses at the former's home at a kitchen shower for Lenore. The bride received Glenearon stainless steel kitchenware. The happy couple are residing in Larder Lake. Good wishes for their future happiness go with them from all of us.

We are sorry to report that Joan Bryant is away—convalescing after an operation. Hope to see you soon, Joan.

M.O. Budget Plan—By F. Holdsworth

Once again diamond rings have been flashing in the department. During the past few months Eleanor Demarski, Susan Friesen and Linda Lerch have all been the recipients of beautiful rings. The best wishes of the staff are extended to each one of them.

On November 8 the marriage of Pat Hurst and Kenneth Duffy was solemnized at St. Mary's Cathedral. Mr. F. J. Ottley, head of department, made a presentation of dinnerware to Pat on behalf of the staff. Our good wishes to her and her husband for a long and happy life.

The new welfare committee for the department is as follows: Credit Section—Winnie Torch, Herman Pohl; Financial Section—Rita Le Clair, Jean Miller; Collection Section—Mrs. I. Tuffield, Lorne Walsh.

Sorry to report that Joan MacArthur is in hospital for a tonsillectomy. However, we were glad to see Bill Carson in for a visit the other day and hope he will be fully recovered and back at work soon.

We would like to say good-bye and good luck to Eleanor Snell, Mary Newcomb and Kay Jones.

* * *

FOURTH FLOOR

M.O. Children's Shoes—By D. Clubb

When Joyce Miller left to wed Steve Natuik (Electricians) she was presented with a bedspread from the department plus pots and pans from the girls and numerous other gifts from her friends. The wedding took place November 1 at Corpus Christi Church. Our good wishes, Joyce and Steve, and all the best for the future.

Boys' Clothing—By A. Cunningham

Congratulations to Mr. and Mrs. Albert Johnston on the birth of a daughter, Dorothy Meryle, on October 5.

* * *

FIFTH FLOOR

M.O. Draperies—By Irene Eilmes

Congratulations to the proud papa, Archie Livingstone, on the birth of a daughter, Nancy Jeane, September 23.

M.O. Radios—By Mina Doolan

Rosalie Ewart was married to William Coulcombe, October 31, in a quiet ceremony at Knox United Church. A Westminster chime clock was

presented to Rosalie as a gift from the department and a luncheon was held in her honour at the Homestead, where the girls gave her towels and table linen. Happy future, Rosalie.

Anne Barnicki has been in Grace Hospital where she underwent an operation early in November. "Barney" is missed from the department and we hope she will rejoin us before too long.

Lastly an engagement—Dorothy Beckett from the office and Pat Fox from our receiving room became engaged on November 8 and are receiving congratulations from all their friends.

* * *

SIXTH FLOOR

M.O. Staples

Welcome home to Mr. J. Reid who has just returned from the west coast where he and Mrs. Reid visited their daughter and family.

We are pleased to see Lucille Clayton back to work after her recent illness.

During the last month we enjoyed visits from five of our retired members: Messrs. J. Stevenson, J. R. Hearst, A. Beck, J. H. Egerton and A. Church. Mr. Hearst and Mr. Church gave us glowing accounts of their trips to British Columbia. Mr. Egerton has just returned from a tour of Ireland, England and eastern Canada where he renewed acquaintances with many old friends.

M.O. Men's Clothing

By F. Paget and W. J. Johnston

Congratulations to Grant Westman and his wife on the birth of a daughter.

* * *

SEVENTH FLOOR

M.O. Women's Dresses

Our best wishes to Betty Taylor who recently became engaged. The lucky man is Harold Blows.

A very warm welcome to three new members of our workroom staff: Alice Kirkley, Vera Bell and Lena Goodmanson.

Our sincere sympathy to Eugenie Genton on the loss of her mother.

* * *

EIGHTH FLOOR

M.O. Salesroom, Files and Correspondence

By G. Brownlee and L. Lauch

Our best wishes go to Maude Young, a charming bride of October 25, who received blankets from the department and dinnerware from the girls. Maude married Robert Sargent at St. Andrew's Church.

Our best wishes go with Dorothy Hay and Yolande Lussier who have left our staff. Dorothy left to make her home in Castlegar, B.C., and was presented with a train case, while Yolande received a lighter. Best of luck to you both.

We are very glad to see Pearl Chapman and Daisy Goldhawk back after their illnesses. Sorry to report that Dorothy Walker is still on the sick list. Hope you are feeling better, Dot, and will be back soon.

Audrey Ripley was a happy girl November 14, when she proudly displayed a flashing diamond just received the night before. Best wishes to you both.



CONTACTS

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Editor: MISS NANCY KENNY
City Advertising

M.O. Exchanges—By M. Davies

The young fry were entertained at the home of Charmaine Jeeves in honour of Henry Kroecker who left to join the armed forces on October 9. He was presented with a wallet from the staff and a pen and pencil set from the signatures. We wish you luck, Henry, in your new venture.

The staff gathered on October 24 for a social evening at the home of Wilma Ratcliffe. Thanks, Wilma, for a lovely evening.

Our sincere sympathy is extended to Kathleen Prynne whose mother passed away recently.

M.O. Copying—By M. Shepherd

Lucy Paluck received a torchere from the department when she left to be married to Stanley Rostkowski at St. Nicholas Church on October 25. At a shower held by the girls at the home of Vickie Florantino, Lucy was presented with a set of dishes.

M.O. Cashiers—By E. Norton

Doris Slack was presented with a rhinestone set by Mr. D. J. Blythe, head of department, when she left the staff to join the Educational Office. We hope you will be happy in your new position, Doris.

Congratulations to Mary Burtnick, winner of a turkey in the bowling event.

Photo Workroom

On behalf of the staff a lovely birthstone ring was presented to Dorothy Coe who has left us for the Stove Department. Best wishes on your new venture.

We're glad to see Peter Lacerte back with us after his recent operation.

We'd also like to take this opportunity, although a little late, to welcome Mr. Fred Eades, our new head of department. We're very glad to have you, Mr. Eades.

* * *

NINTH FLOOR

M.O. Jewellery—By J. Farr and N. Robson

Departments 15 and 17 found several reasons for getting together for a party, so the date was set for October 24 at the West Kildonan Curling Club.

Al Montford, formerly receiver for our departments, and his charming wife, Corinne, decided to make their home in Vancouver. Mr. R. Robertson, head of department, thanked Al for his good work and called on Mr. A. Cranston, supervisor, who presented Al with a gladstone bag along with best wishes from the gang.

Mr. J. Donnett, assistant, then called on three former members of our staff who were recently transferred to other departments. Phyllis Thompson, now with the Drugs; Doreen Wicklund, now with M.O. Piece Goods, and Gordon Reid, M.O.

Notions. Mr. Donnett wished them success and presented each with a gift of remembrance from their former department.

We all had a good time and are looking forward to the next get-together.

Mr. and Mrs. Montford came to say good-bye on October 31, and Mr. R. Robertson presented Corinne with a train case and Al with a billfold with best wishes from the department for their new venture. We are pleased to report that they arrived in Vancouver safely. Not even a flat tire.

ALEXANDER AVENUE WAREHOUSE

M.O. Furniture—By A. Surbey

Congratulations to our proud papa. At Grace Hospital on October 18, a baby girl, Gloria Margaret, was born to Mr. and Mrs. Bernard Hill. She weighed in at 7 lbs. and 11 oz.

Box and Bag Factory—By N. Lemecha

Our best wishes go to Thelma Swane who received a diamond ring from Sgt. George Wiggins of the R.C.H.A. They are to be married on December 6 at King Memorial Church.

The painters are to be congratulated on the "new look" in our factory.

It looks as if we'll be having turkey for Christmas. Two of our girls won turkeys at the turkey shoot held by the bowling league.

BANK YOUR BLOOD! IT PAYS GOOD DIVIDENDS

Remember the Eaton Red Cross Blood Bank. In order to have free blood always available, a continuous stream of donors is necessary. Register at the Welfare Office today if you are not already a donor.



In Memoriam

MR. OSWALD CYRIL TURNBULL

It is with deep regret that we report the sudden passing on November 13 of Mr. Turnbull, who had been a poultry buyer with the Meat Department for 33 years until his retirement last June. He came in again this month to help with the Christmas rush.

Mr. Turnbull, who was born in London, England, came to Canada 49 years ago. He belonged to the Binscarth Lodge, A.F. & A.M.

Our sympathy is extended to his widow, Christine; his two sons, Gordon and Cameron; a daughter, Mrs. Christienson; four brothers and two sisters who survive.

MR. EGBERT NOEL ROSE

The passing occurred on October 16, of Egbert Noel Rose who retired from the Delivery Department in 1943 after 32 years with the Company. He was born in Port Perry, Ontario, and came to Manitoba in 1900. He was a member of the Masonic order and an elder at St. Giles' Church.

The sympathy of the staff is extended to Mr. Rose's widow, son Earl, and daughter Myrtle, who survive him.

MISS JANE DOUGLAS STODDART

A member of the Drapery Department for six years, Miss Stoddart passed away on October 17. She retired from the Store in 1950.

We extend our sympathy to Miss Stoddart's sister, Mrs. G. B. Thomson, with whom she lived and who survives her.

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Our most sincere sympathy is extended to these members of the staff who have suffered bereavements during the past month:

In the Loss of a Father

MRS. M. BOYCE (Budget Plan)
MR. F. PATRY (Meats)
MR. R. McCORMICK (M.O. Stoves)
MRS. M. CAMERON
(Grill Room Products)
MISS M. BUSCH (Carpets)
MISS H. BAILLIE (5c to \$3.00)
MRS. K. TODD (Lingerie)

In the Loss of a Brother

MISS M. SALOME (Toys)
MR. DAVID MORROW (M.O. Packing)
MR. R. MORROW (Elevators)
MR. G. WELLS (Printing Plant)
MR. G. McCORIE (Sketching)
MR. T. DAGDICK (Printing Plant)

In the Loss of Her Husband

MRS. E. ALEXANDER (Cash Office)

In the Loss of an Infant

MR. A. McFADZEAN (Service Bureau)

In the Loss of a Mother

MRS. E. STRUTHERS (M.O. Exchanges)
MRS. H. CROOK
(M.O. Gloves and Hosiery)
MISS E. GENTHON (M.O. Dresses)
MR. H. CHAPMAN (City Despatch)
MRS. E. BROWN (Junior Dresses)
MISS K. PRYNN (M.O. Exchanges)
MR. F. BROWN (General Office)
MRS. A. NEWMAN (M.O. Packing)
MISS E. CHARTIER
(M.O. Gloves and Hosiery)

In the Loss of a Sister

MR. C. STEVENS (Opticals)
MISS J. DEVINE (Self-Serve)

In the Loss of His Wife

MR. E. CHEVRIER
(Western Fur Promotion)

In the Loss of a Step-Father

MISS F. GRENICK (M.O. Jewellery)
MISS S. GRENICK (Jewellery Repairs)

REMEMBER!

*The Eaton Employees'
Hobby Show Is Coming
Up Again Next Spring*



- Be sure to keep working on your entries. Those lovely afghans like grandma used to make take time and patience as well as nimble fingers. Make a couple of squares a day and you will eventually have a show piece of which you may be proud.
- Do you recall the beautiful inlaid table that won a prize last show? That took more than a day or a week or even a month to prepare.

Get Working On Those Entries!

There Is Happiness In Your Hands!

